

## CLAIMS

What is claimed is:

- 5           1.     A system that enhances paid inclusion listings comprising:  
              a selection component that allows a paid inclusion customer to select one  
or more enhancements; and  
              an enhancement controller component that controls a plurality of  
enhancements, the enhancement controller component interfacing with the customer to  
10       facilitate optimizing enhancement selection based in part upon at least one of the  
following: listing performance, historical data, customer preference, and user feedback.
2.     The system of claim 1, further comprising a display component  
operatively connected to the enhancement controller component for rendering one or  
15       more search results, the search results comprising at least one enhanced listing.
3.     The system of claim 1, the selection component is at least one of a  
pointing device, a stylus, a keyboard, a mouse, a joystick, and a touchpad.
- 20           4.     The system of claim 1, the one or more enhancements comprising at least  
one of the following:  
              bolded listing;  
              addition of a background to listing;  
              alternative color of listing;  
25       addition of icon to listing;  
              addition of “preferred listing” text to listing;  
              addition of thumbnail to listing;  
              at least partial animation of listing;  
              alternative font type of listing;  
30       alternative font size of listing;  
              stylized font of listing;

play of sound when hovering over listing; and  
preferred location on display of listing.

5           5.       The system of claim 4, the one or more enhancements are visible when  
hovering over the respective listing.

6.       The system of claim 4, at least a portion of the listing is bolded.

10           7.       The system of claim 4, the alternative color of the listing is different from  
a standard color of the listings.

8.       The system of claim 4, the alternative color is based at least in part upon  
user preferences.

15           9.       The system of claim 1, the one or more enhancements do not influence  
determining whether enhanced listings are relevant to search query, thereby retaining  
ordering rights to keep listings relevant and meaningful to users.

20           10.      The system of claim 1, the one or more enhancements facilitate  
differentiating enhanced listings from other listings on a search results display.

25           11.      The system of claim 1, further comprising one or more enhancement  
components which are controlled by the enhancement controller component and which  
correspond to a plurality of enhancements available to the paid inclusion customer.

12.      The system of claim 1, the user feedback comprising at least one of user  
hard-coded preferences and user behavior that facilitates customizing a manner in which  
the user views the listings.

30           13.      The system of claim 1, further comprising a reporting component that  
provides reports comprising at least one of listing performance data, user feedback,

historical data, and comparisons to historical data to the paid inclusion customer to facilitate optimizing revenues.

14. The system of claim 1, the enhancement controller component temporarily  
5 hides or suppresses one or more enhancements based at least in part upon user preferences.

15. A system that facilitates enhancing paid inclusion listings without adversely affecting ordering rights of the listings comprising:

10 one or more enhancement components that correspond to one or more enhancement options;

a listing control component that controls the one or more enhancement components;

15 a first input component that provides the listing control component with a paid inclusion customer's enhancement selections; and

a second input component that provides the listing control component with user preferences, whereby the listing control component balances the customer's enhancement selections with user preferences to optimize listing performance.

16. The system of claim 15, further comprising:

20 a monitoring component that monitors at least one of user behavior and user responses to listings with or without enhancements to facilitate assessing implicit user preferences; and

25 a reporting component that provides reports to respective paid inclusion customers regarding their respective listings and performance thereof.

17. The system of claim 16, the monitoring component operatively connected to the listing control component to facilitate balancing the customer's enhancement selections with implicit user preferences.

18. The system of claim 17, the listing control component stores user preferences including implicit user preferences and hard-coded preferences in one or more databases.

5 19. The system of claim 15, the listing control component modifies one or more enhanced listings based at least in part upon a user's respective preferences on a per user basis.

10 20. The system of claim 15, the listing control component generates a plurality of parallel listings wherein at least a subset of the listings have respectively different enhancements to assist the paid inclusion customer in optimizing listing performance and revenues.

15 21. A method that facilitates aesthetically improving paid inclusion listings while maintaining ordering rights comprising:  
providing a plurality of listings;  
modifying at least a subset of listings according to one or more selected enhancement options; and  
rendering the plurality of listings based in part upon at least one of the one  
20 or more selected enhancement options and user preferences.

25 22. The method of claim 21, further comprising reporting performance of at least a subset of rendered listings to respective paid inclusion customers to facilitate optimizing listing performance and revenues.

23. The method of claim 21, further comprising modifying at least a subset of listings according to user preferences.

30 24. The method of claim 23, wherein modifying at least a subset of listings according to user preferences overrides one or more selected enhancement options.

25. The method of claim 23, wherein modifying at least a subset of listings according to user preferences personalizes one or more selected enhancement options to respective users.

5           26. The method of claim 21, the one or more selected enhancement options are selected at least in part by respective paid inclusion customers.

27. The method of claim 21, the one or more selected enhancement options comprising at least one of:

10           bolding at least a portion of listing;  
            adding a background to at least a portion of listing;  
            changing text color of listing to an alternative color different from a  
standard listing color;  
            altering text font of listing to be different from a standard listing font;  
15           increasing font size of listing greater than standard listing font size;  
            animating at least a portion of listing;  
            dynamically replacing at least a portion of listing with at least one search  
term;  
            adding a thumbnail to the listing corresponding to some content of the  
20           listing;  
            replacing listing text with a thumbnail that is representative of the content  
in the listing;  
            adding an icon to the listing that indicates a preferred status of the listing;  
and  
25           positioning the listing apart from other listings while retaining ordering  
rights based on relevance of listing with respect to search query.

28. The method of claim 21, globally applying the one or more enhancements to at least a subset of listings.

29. The method of claim 21, the one or more enhancements are sensitive to at least one of cultural, time zone, and regional differences to mitigate offensive listings.

30. The method of claim 21, further comprising hovering a pointing device over rendered enhanced listing to visualize enhancement.

31. A method that facilitates optimizing enhanced listing performance comprising:

generating a plurality of parallel listings;

enhancing at least a first subset of listings with at least a first enhancement;

enhancing at least a second subset of listings with at least a second enhancement, the second enhancement being different from the first enhancement; and

reporting at least one of performance, user historical data, and user behavior with respect to the first and second subsets of listings to respective paid inclusion customer to optimize listing performance and revenues.

32. The method of claim 21, further comprising optimizing delivery of listings based at least in part upon at least one of the following: a user point of entry comprising a web-based entry and a user-application entry, time of day, and display device.

33. A data packet adapted to be transmitted between two or more computer processes facilitating enhancement of paid inclusion listings, the data packet comprising:

information associated with providing a plurality of listings; modifying at least a subset of listings according to one or more selected enhancement options; and rendering the plurality of listings based in part upon at least one of the one or more selected enhancement options and user preferences.